

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-115 (GP-089-03-US)**

Appl. No.: **10/676,195**

Applicants: **Andrew FIKES, et al.**

Filed: **September 30, 2003**

Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING  
WEB-BASED ADVERTISEMENTS**

TC/A.U.: **1751**

Examiner: **Tri V. Nguyen**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR RECONSIDERATION**

Sir:

In response to the Office Action mailed on October 3, 2006 (Paper No. 20060925), and further to the Notice of Appeal filed on February 5, 2007, which set a period for filing an Appeal Brief to expire on April 5, 2007, that period being extended two months to expire on June 5, 2007, please reconsider the above-captioned application in view of the following remarks

**Remarks/Arguments** begin on page 2 of this paper.